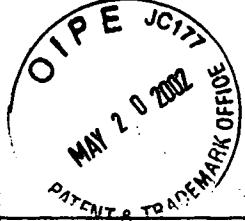


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IN THE
UNITED STATES
PATENT AND TRADEMARK
OFFICE



| | |
|------------------------|-------------------|
| Application Number | 09/514,946 |
| Filing Date | February 28, 2000 |
| First Named Inventor | Richard FERNANDES |
| Group Art Unit | 2162 |
| Examiner Name | J. D. Carlson |
| Attorney Docket Number | 2470-105 |

Title of the Invention: COMPUTER-IMPLEMENTED APPARATUS AND METHOD FOR GENERATING A TAILORED PROMOTION

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AMENDMENT

MAY 23 2002

RECEIVED, GROUP 3600

MAY 21 2002

Technology Center 2100

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the first Office action mailed February 20, 2002, please amend the subject patent application as follows.

In the Claims:

1. (Amended) A computer-implemented electronic commerce apparatus for generating a tailored promotion of goods and/or services based on personal consumer preferences to a consumer over a distributed communication network, comprising:
a connection to said distributed communication network;
a database of goods and/or service promotions; and
a consumer information storage, said consumer information storage including a consumer identifier storage for storing consumer identifier information identifying individual consumers, and including for each stored consumer identifier activity information pertaining to network sites accessed by said individual consumers and associated with individual consumers;

wherein said electronic commerce apparatus receives said activity information, stores said activity information in said consumer information storage by individual consumer, receives from a particular network site consumer identifier information associated with a consumer requesting access to that network site, uses said activity information in conjunction with said database to create a tailored promotion in response